

THE IMPACT OF TECHNOLOGICAL INNOVATIONS ON THE SUSTAINABILITY OF THE E-BUSINESS SYSTEMS OF ORGANIZATIONS OPERATING IN THE TOURISM SECTOR

Radoslav Miltchev
Melina Neykova

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Abstract

Organizations and businesses operating in the tourism sector, similar to those operating in other sectors of the economy, often face problems affecting the formation of their e-business strategy as a result of insufficient assessment of the impact of technological innovations in the area of applied information and communication technologies. This is often caused by the fact that these organizations and businesses are small or medium-sized enterprises, and therefore do not have a sufficient number of qualified personnel in the field of ICT who have some insight into the development of technological innovations and their impact on future business results. These teams are usually available to large organizations and business entities who are striving to make maximum use of the effects of technological innovations.

Purpose – The main goal of the present study is related to the extension of the lifecycle of the ICTs of the organization, aiming at the same time to balance the workload of on-line systems in accordance with their hardware features and to increase the level of information security and protection of existing IT assets and resources.

Methodology – A testing environment has been developed for the purposes of the present study, which is in accordance with the used standard physical assets that are available to organizations and business entities operating in the tourism sector. Various tests were conducted on the basis of this environment, some of which are standard, and others have been especially developed for the purposes of the study, to illustrate the specific advantages of the researched approach.

Findings – The present paper considers the possibilities of creating an approach for the migration of technological innovations to small and medium-sized enterprises operating in the tourism sector, which affect the sustainability of their e-business system and the formation of their successful business strategy.

Contribution – The studied solution is based on the extended use of the already existing information and communication physical assets to provide a secure and reliable access to online e-business resources to organizations operating in the tourism sector. At the same time the present study is part of intelligent practices in information technology which help reduce the harmful impacts on the environment as a key aspect of applying the basic principles of sustainable development to which we aspire today.

Keywords E-business, technological innovations, tourism

Radoslav Miltchev, PhD, Associate Professor
University of Forestry, Faculty of Business Management
Department of Computer Systems and Informatics
Kliment Ohridski blvd. 10, Sofia, Bulgaria
Phone: +359-2-91907-340
E-mail: rmiltchev@gmail.com

Melina Neykova, M. Eng, PhD Student
University of Forestry, Faculty of Business Management
Department of Computer Systems and Informatics
Kliment Ohridski blvd. 10, Sofia, Bulgaria
Phone: +359-899-09-07-06
E-mail: melina.neykova@gmail.com